

**Marketing:  
Technical Marketing**

**Course Code # 5011**

**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_**

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified with one asterisk (\*).  
Additional standards to be completed for 1 credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 22, with Work-Based Learning = 26, 1 credit = 32, With Work-Based Learning = 36	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will analyze the impact of technology in marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Recognize the role of technology in economic growth			
1.2	Evaluate emerging trends and technologies in marketing			
1.3	Determine the influence of technology on employment and career opportunities in marketing			

**\*Standard 2.0 The student will evaluate technological considerations in product planning.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine the role of technology in marketing research			
2.2	Analyze technology in the branding, packaging and labeling of products			
2.3	Evaluate automation in packaging			
2.4	Analyze technology in the pricing of products			

**\*Standard 3.0 The student will examine technology in the distribution of products.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Appraise inventory systems			
3.2	Describe advantages and disadvantages of various methods of purchasing			
3.3	Identify technology in direct and indirect distribution channels			

**\*\*Standard 4.0 The student will examine the role of technology in promoting goods and services.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Describe technological advances in print, broadcast and specialty media			
4.2	Identify measurement techniques in analyzing product sales			
4.3	Examine technology in sales promotion			

**\*\*Standard 5.0 The student will recognize the importance of technology in selling.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Describe the use of technology to complete the selling process			
5.2	Evaluate the use of interactive technology in selling			
5.3	Analyze virtual reality in selling products			
5.4	Examine the role of technology in sales presentations			

**\*\*Standard 6.0 The student will evaluate technological advances in communication.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Identify broad categories of communication including means of communication			
6.2	Explain the value of technology in sending messages within and outside of the workplace			
6.3	Identify the forms of communication other than face-to-face contact			

**\*Standard 7.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Demonstrate a knowledge of DECA			
7.2	Utilize critical thinking in decision-making situations			
7.3	Identify and develop personal characteristics needed in leadership situations			

**\*Standard 8.0 The student will understand the importance of academic integration in the area of technology.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Use proper grammar and writing skills			
8.2	Use effective communication skills			
8.3	Assess the function of art and design in technology in marketing			
8.4	Demonstrate an understanding of the properties of real numbers			
8.5	Apply algebraic procedures to solve equations and interpret results			
8.6	Interpret real data			
8.7	Examine the application of technology in marketing to anatomy and physiology			
8.8	Assess the impact of economic and historical events			
8.9	Explore psychological and sociological patterns of individuals			

**\*\*\*Standard 9.0 The student will demonstrate Technical Marketing Principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Apply principles of technology in marketing to a work-based situation			
9.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
9.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
9.4	Employ the principles of safety to the work-based experience			

Additional comments:

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